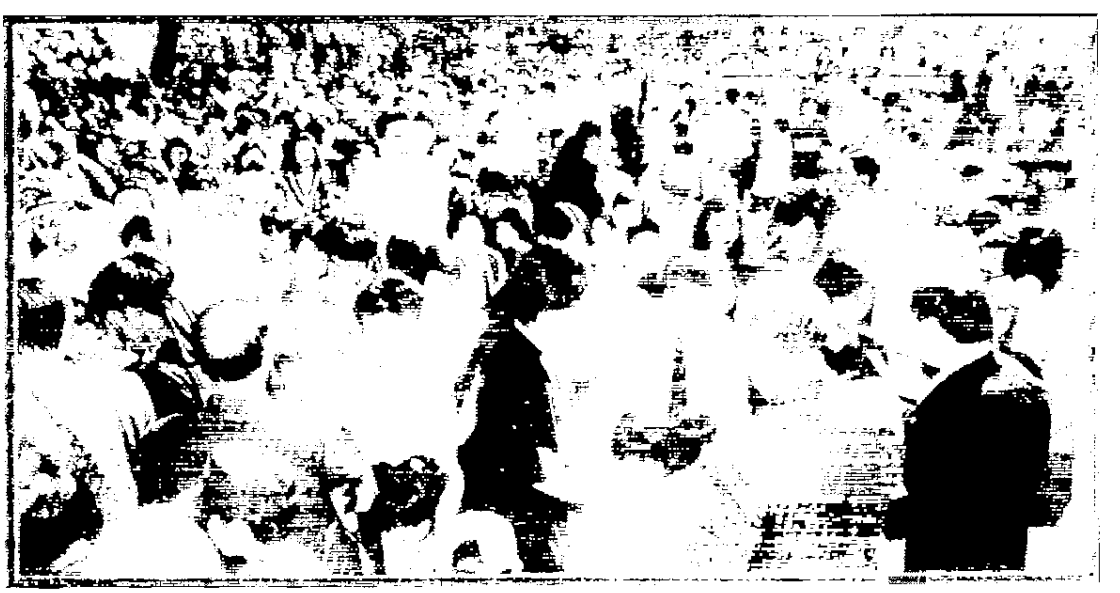
Introduction

Tet, also known as the Lunar New Year, is an annual holiday celebrated by many countries in Asia, particularly Vietnam and China. To most Americans of Vietnamese and Chinese descent, Tet is by far the biggest holiday on the calendar. Tet gives us an opportunity to learn about our heritage and to pay tribute to our ancestors. It is a time of joy and renewal as celebrants welcome the new year.

Since 1979, the Vietnamese Community in Southern California has traditionally organized annual Tet festivals, which has attracted an average of 100,000 people from Southern California and around the nation. According to the Lunar Calendar, this year's Tet inaugurates the *"Year of the Rat"*.

The Vietnamese Tet Festival '96 promises to be one of the biggest cultural events in Southern California, scheduled for three days from February 23rd to February 25th, 1996. The Festival will be held in the heart of Little Saigon, home to the largest Vietnamese population outside Vietnam.

The Festival site for this year will be on the seven acres of the beautiful Garden Grove Park, in the City of Garden Grove. With the continuing growth and vitality of the Vietnamese community, the theme for this year's Tet is *"Year of the Youth"*.



YEAR OF THE YOUTH

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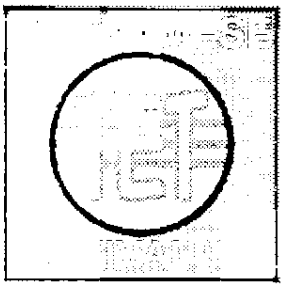

TET Profile

1. Background

Organized by the Vietnamese Community of Southern California (VCSC), a non-profit organization whose board members are elected by Vietnamese-Americans in Southern California, the Vietnamese Tet Festival '96 is expected to draw up to 200,000 Vietnamese and Chinese and other ethnic groups in California and other parts of the nation. Honorary guests including elected officials, community leaders and celebrities will be invited.

The festival will include activities such as cultural exhibitions, beauty pageants, martial art demonstrations, firecracker ceremonies, lion dances, multi-cultural performances, carnival rides, entertainment and hundreds of games and food booths.

For the past several years, festivals celebrating Tet have been tremendously successful for the organizers and especially the sponsors. The number of people attending the Festival has dramatically increased every year. Attendance for last year's Tet Festival, according to the news reports, is about 120,000 people.

2. Target Market

The Vietnamese Tet Festival '96 will be an ideal promotional vehicle for corporations that want to serve this untapped and large market. According to the Los Angeles Times, Vietnamese-Americans are the fastest growing ethnic group in Orange County, increasing 270% from 1980 to 1990. In the last two decades, Vietnamese Americans have settled and succeeded significantly in the new society. Just only in Southern California, the number of businesses owned by Vietnamese is approximately close to 10,000.

Vietnamese-Americans with the last name *"Nguyen"* were the top buyers in the Orange County housing market two years in a row, 1993 and 1994, far exceeding the next last name of *"Smith"*, according to the Orange County Business Journal. Approximately 300,000 Vietnamese-Americans now reside in Southern California.

Also, the Tet Festival proves to be a good opportunity for corporations to promote their services and products in the Chinese market. Over 400,000 Chinese-Americans live in Southern California, and they celebrate the same Lunar New Year. As the biggest new

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year celebration in this region, the Festival also attracts thousands of Chinese attendees to Little Saigon.

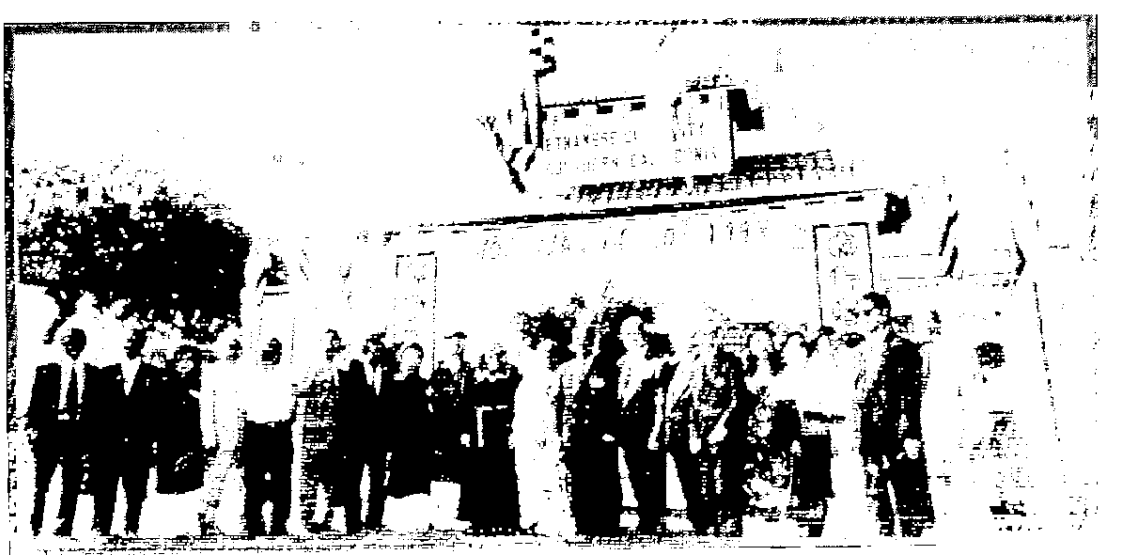
3. Past Sponsors

In the past, the Vietnamese Tet Festival has attracted some of the biggest companies and public entities in the state, including AT&T, Wells Fargo Bank, the Fountain Valley Regional Hospital and Medical Center, Marlboro, GTE, MCI, Sprint, Bank of America, Cathay Bank, Michelob, Coors, Budweiser, Coca Cola, the Orange County Register, Penske Honda of Westminster, KIA of Garden Grove, Quality Nissan of Garden Grove, 555 Cigarette, Mercedes Benz and many others.

4. Media Coverage

Since the Tet Festival is the largest Vietnamese American cultural event in the U.S. and one of the largest festivals in Orange County, it will attract a lot of media attention. In the past several years, the Tet festival was widely covered by prominent newspapers such as The Orange County Register, The LA Times, The Nguoi Viet Daily News. It was also seen on television channels including CNN, KNBC Channel 4, KCBS Channel 2, KABC Channel 7, KTLA Channel 5, Fox Channel 11, OCN Channel, and other cable channels.

The Tet Festival committee, furthermore, will issue press releases of the event and about the sponsors to media organizations every week. Posters, Tet programs, and Tet Special Issue Magazines will be distributed throughout the state to publicize the event and to help promote the sponsors' names and products.



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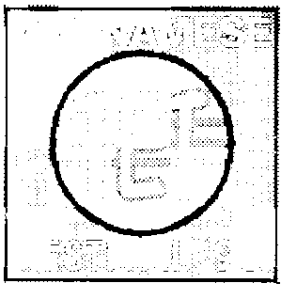

Festival Objective

The Vietnamese Tet Festival '96 has the following objectives:

1. *To maintain the Vietnamese* ***heritage and history*** *and to pay* ***tribute to our ancestors.***

2. *To promote* ***Vietnamese cultural and historical*** *values* ***within the community.***

3. *To raise fund for charities* ***and non-profit*** *organizations* ***in the community.***

4. *To create an* ***ideal opportunity for companies and*** *corporations* ***that want to promote their services*** *and products* ***in the Vietnamese community, a*** *potentially* ***high growth, yet untapped market.***

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